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SECTION 7 - DIRECTORY LISTINGS

A. ALPHABETICAL DIRECTORY (Cont'd.)

2. Composition of Listings

Name

(1) **Business Service**

The following names may be included in business service listings:

The name of the subscriber or joint user.

The name of each separate business enterprise which the subscriber or joint user conducts.

The name by which the business of a subscriber or joint user is known to the public, provided that only one such name representing the same general line of business will be accepted.

The name of any person associated with the subscriber or joint user in the same business.

The name of any person, firm or organization which the subscriber or joint user is authorized to represent, or the name of an authorized representative of the subscriber or joint user.

Alternate spelling of an individual name or alternate arrangement of a business name, provided that the listing, in the judgment of the Telephone Company, is not for advertising purposes.

The name of a publication issued periodically by the subscriber or joint user.

The name of any inactive business or organization in a cross-reference listing when authorized by such business or organization.

The name of a member of the subscriber's domestic establishment when business service is furnished in the subscriber's residence.

Issued by: Vice President, State Government Affairs, Little Rock, Arkansas